

PROSPER OMAHA

2014-2018

Leveraging Extraordinary Opportunities for the Region



GOAL

The Greater Omaha Economic Development Partnership will drive growth of the region's strong, diverse economy, creating opportunities for all.

CREATE, GROW
AND RECRUIT
**BUSINESSES
AND JOBS**
IN THE REGION

\$12.5 million

ESTABLISH A WELL-
RECOGNIZED,
EXCITING **BRAND
AND IMAGE** FOR
GREATER OMAHA

\$6 million

CREATE A
BUSINESS CLIMATE
THAT IS CONDUCTIVE
TO GROWTH

\$2 million

GROW, RETAIN
AND RECRUIT THE
WORKFORCE
OF THE FUTURE

\$2.5 million



The Greater Omaha Chamber believes in the power of prosperity – not under our breath, but publicly, proudly and unapologetically. Prosperity is a good thing, a quality of life that allows us to accomplish goals we all hold dear: caring for the immediate needs of our families, securing a strong future for our children and ourselves, and affecting positive change in our community.

In 2013, the Chamber is launching Prosper Omaha, a bold new campaign aimed at creating opportunities not just for some – but for all. Given Greater Omaha's abundant resources – from its solid infrastructure to its enviable, central location – the Chamber strongly believes it has a charge to leverage the region's extraordinary opportunities to help all of Omaha work, prosper and grow.

Together, let's embrace Prosper Omaha, partner for its success, and strive for a metropolitan area that thrives – north, south, east and west. Is our vision too bold? Not at all. Timidity repels prosperity – so does complacency.

IT IS NOW TIME TO MOVE ON TO ANOTHER SUCCESSFUL ERA OF ECONOMIC GROWTH.

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We thank you for your past commitment to the economic growth of Greater Omaha. For 20 years the Chamber has concentrated its economic development efforts through Target Omaha and its successor, the Greater Omaha Economic Development Partnership (GO!) initiatives. Since 2004, GO! has funded the Chamber's economic development activities and provided resources to retain, expand and attract business, investment and employment.

The Partnership has driven economic growth for the region by successfully landing 391 projects, representing 22,235 jobs and more than \$4.1 billion in capital investment.

The nearly ten-year return on investment is tangible. Through 2012, for every \$1 invested in GO!, there was an annual impact of \$1,389 in direct capital investment and \$309 in direct wages.

And now, through Prosper Omaha, we will

Build on past economic success

Accelerate future growth of the regional economy

Leverage Greater Omaha Chamber personnel expertise

The end result, we're confident, will be a metropolitan region, bustling with new investment, where residents – community-wide – prosper with access to opportunity and quality, well-paying jobs.

We hope you share in our excitement as we continue our mission of bringing more jobs and investment to Greater Omaha.

Best regards,



Gary Rodkin
Chief Executive Officer
ConAgra Foods, Inc.
Chairman, Prosper Omaha



David G. Brown
President and CEO
Greater Omaha Chamber

FINANCIAL TARGET

\$23 MILLION OVER 5 YEARS

Return on Investment – For every \$1 invested

\$652

IN DIRECT
CAPITAL
INVESTMENT

\$121

IN DIRECT
WAGES

TAXES GENERATED BY
PROJECTS' EMPLOYEES

\$104.8 MILLION

OUTCOMES

Your contribution toward our
\$23 MILLION GOAL
plus **\$17.5 MILLION**
from 3,200 Chamber members

LEVERAGES:

**\$150 million venture
and angel capital**

**\$98 million workforce
development funds**

**\$40 million industrial park
development resources**

**\$10 million
land bank fund**

\$3 billion landed-project
capital investment

12,000 new and retained jobs
at or above median wage
(\$397 million annually)

100 startups assisted

1,000 local small businesses
assisted

300 projects landed, 50
percent new to the region

World-wide brand and image
recognition strengthened

5 new regional industrial parks
completed

Housing development and
renovation in East Omaha
facilitated

Pro-business candidates for
state and local office recruited

High school and
postsecondary education
attainment increased

Skilled employees for targeted
industries increased

Enhanced access to prosperity for all of Greater Omaha



SelectGreaterOmaha.com

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The Greater Omaha Economic Development Partnership represents a five county area that includes the Greater Omaha Chamber (Omaha and Douglas County), Cass County Nebraska Economic Development Council, Gateway Development Corporation (Washington County), Greater Fremont Development Council (Dodge County) and Sarpy County Economic Development Corporation. This seamless regional economic development organization operates as a one-stop shop for economic development needs.

The Partnership, with its partners the Metropolitan Area Planning Agency, the Lincoln Chamber of Commerce and the Nebraska Department of Economic Development, through the I-80 Council promotes business growth and expansion along Interstate 80 between Omaha and Lincoln.